



# ***December Outreach Update***

*December 9, 2013*

# Connect-to-Coverage Tour



# Transportation



# *Tour Schedule*

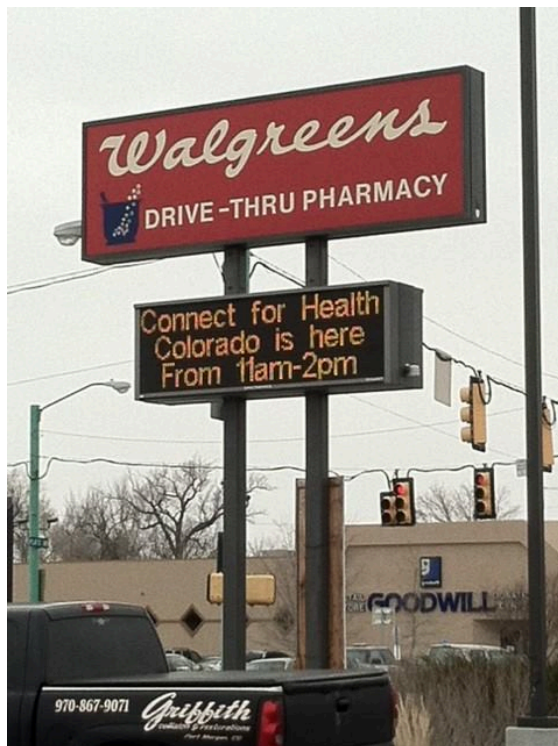
- Ft. Morgan (Dec. 5)
- Greeley (Dec. 5)
- Ft. Collins (Dec. 6)
- Loveland (Dec. 6)
- Breckenridge (Dec. 7)
- Dillon (Dec. 7)
- Lakewood (Dec. 8)
- Colorado Springs (Dec. 9)
- Pueblo (Dec. 10)
- Pagosa Springs (Dec. 11)
- Durango (Dec. 11)
- Montrose (Dec. 12)
- Grand Junction (Dec. 12)
- Limon (Dec. 16)



# Partnerships

- King Soopers
- Walgreens in Fort Morgan
- Assistance Sites
- Carriers
- Radio and Television Stations
  - KKTV in Colorado Springs
  - 99x radio in Durango

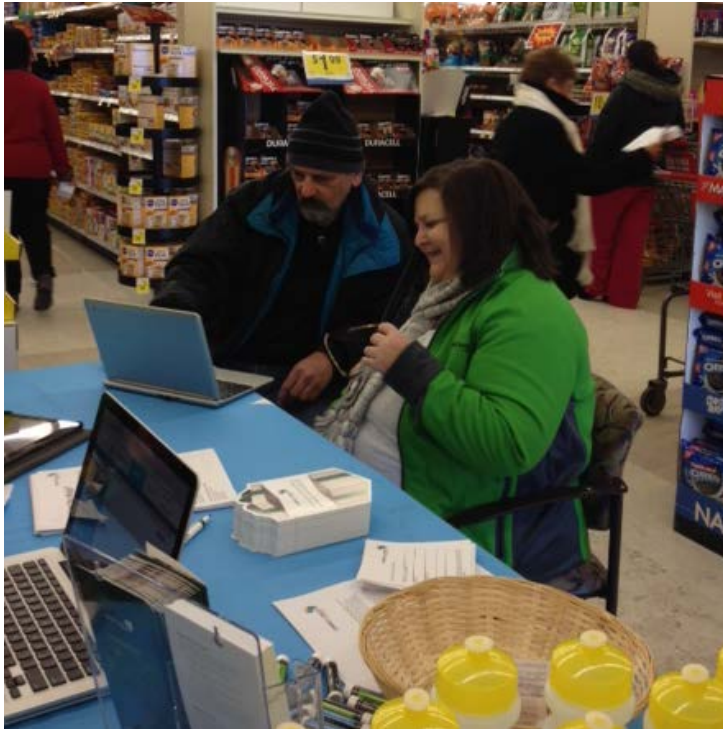
## Highlights: Ft. Morgan



## Highlights: Ft. Collins



## Highlights: Lakewood





# *Promotions*

- Press advisories to local media sent prior to each event
- Tablets and laptops onsite
- Knit hats, water bottles and sunscreen
- Drawings for King Soopers gift cards
- Collateral
- Social media

# *Takeaways So Far*

- Coloradans value face-to-face outreach
- Many Coloradans don't know about the marketplace and are interested in learning more
- Many questions
- Seeing the website on the tablet is useful
- Health Coverage Guides are major asset
- Information is more valued than promotions

## *Other Updates*

- Cyber Monday Promotion
  - Online banner ads
  - Facebook promotion
- Extend RV campaign?
- Post campaign awareness survey
- Young Adult Campaign
- Jan. – March strategic planning for marketing